Appendix B

Cumulative Impact Area - Gillingham High Street

This Cumulative Impact Area will cover the area shown in the below map. There is also a list of roads at the end of the appendix.

Brompton
Brompton Road
Gillingham
Durham Road
Leaflet | Tiles © Esri — Esri, DeLorme, NAVTEQ, TomTom, Intermap, iPC, USGS, FAO, NPS, NRCAN, GeoBase, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), and the GIS User Community

The Gillingham High Street Cumulative Impact Area will apply to the following applications for the sale of alcohol for consumption off the premises.

a. New premises licence applications
b. Material variations for existing premises licences
c. Provisional statements for premises licences

If an application, that meets the above criteria, is submitted within this Cumulative Impact Area, and there are relevant representations, there is a presumption of refusal by the Authority, unless the applicant can demonstrate the premises will not adversely affect the licensing objectives.

Evidence summary

Evidence, provided to the Authority, shows this area has unacceptably high rates of:

a. Criminal offences, the highest density occurring around the High Street and Gillingham train station.
b. Anti-social behaviour, the highest density occurring around the High Street and Gillingham train station.
c. Domestic Abuse.
d. Begging.
e. Deprivation.
f. Alcohol related hospital admissions.
g. Alcohol related littering, street drinking, urination and defecation, and co-located drug litter.

The majority of respondents to community questionnaires, carried out in 2022 and 2023, felt that licensed premises were contributing to the alcohol related issues. Most believed that off licences contributed most to alcohol related issues, followed by pubs and bars. A majority believe that the number of licensed premises contributed to the alcohol related issues in Gillingham.

Gillingham High Street overview

Gillingham is the second largest town centre in Medway after Chatham. It has good sports and leisure facilities, with Gillingham Football Club to the east and a large leisure and sports facility to the west. There is also access to large areas of green space, particularly the Great Lines Heritage Park.

The Gillingham Public Space Protection Order implemented by Medway Council to try and prevent anti-social behaviour covers almost all of the Chatham Cumulative Impact Area.

Residents live in many of the roads and streets within the Cumulative Impact area, which also link the High Street to the nearby residential areas, both north and south of the High Street. The area surrounding the High Street is one of the most densely populated residential areas in Medway.

The Universities on the Medway complex are within walking distance of the High Street and there is a large student population, some of whom live in student accommodation in and around the High Street, within the Cumulative Impact area.

While there are cafés and restaurants, these tend towards being value for money and fast-food type outlets. There are pubs and a few late-night venues in the area, but the traditional small community pub has seen a real decline.

There are off licensed premises in the Cumulative Impact Area and surrounding area, most of which are small convenience stores, corner shops and newsagents. Many of these sell products which are termed as 'super strength' beer and cider i.e. cheap beer and cider products over 5.5% ABV, making cheap, high-strength alcohol readily available. Evidence has been provided showing the number of off licensed premises has led, in part, to issues of street drinking and associated crime, disorder and nuisance as well as other, more hidden alcohol related harms, such as domestic abuse and health harms.

Kent Police and Gillingham residents have evidenced alcohol related crime, disorder and nuisance associated with both daytime alcohol misuse and the night-time economy. Where its discretion is engaged the Authority regards the prevention of public nuisance and crime and disorder affecting residents as a material consideration in any application.

The Authority wants to support and encourage businesses which support the local economy, without adding to the issues outlined in the evidence provided in the assessment, encouraging visitors and increasing dwell time, growing local spend and improving the economic health of Gillingham town centre.

Notwithstanding the existence of the Cumulative Impact Area, the Authority is supportive of applications which will positively benefit the town centre in line with the aspirations outlined above.

The key aim in Gillingham town centre is to encourage and expand the leisure offer, with the intention of providing venues which are attractive to all age groups providing a diversity of licensed premises in both the day and evening economy including:

a. Restaurants and cafés, with an emphasis on good quality, family friendly venues.
b. Community and arts venues.
c. Venues which complement and enhance Medway's heritage.
d. Premises where the sale of alcohol is ancillary to the main business.

This is a less restrictive approach than is suggested in the Statutory Guidance, which suggests that Licensing Authorities can adopt a policy of refusing all new licences where special areas on cumulative impact apply, subject to their discretion being engaged.

List of roads included in this Cumulative Impact Area

Addresses on both sides of all roads shown in the above map are included in the Cumulative Impact Area unless otherwise stated.

While every effort has been made to include all roads within the above area, there may be omissions, errors or additions due to ongoing development, and the following list is only intended as a guide. It is the applicant's responsibility to confirm the location of their premises.

- A231 from Jeffrey Street to Duncan Road
- Balmoral Road from Duncan Road to Trafalgar Street
- Britton Street
- Canterbury Street from Skinner Street to junction with Gillingham Road
- Connaught Road
- Cross Street between James Street and Gainer Street
- Dawes Street
- Duncan Road
- Edinburgh Road
- Gardiner Street to the junction with Saunders Street
- Gillingham Road from Ingram Road to Nelson Road
- Green Street
- High Street
- Ingram Road from Cavendish Ave to Gillingham Road
- James Street
- Jeffery Street between the High Street and the A231
- King Street
- Lawrence Street
- Lock Street
- Marlborough Road from High Street to Paget Street

- Osborne Road
- Paget Street
- Randolph Road
- Saunders Street
- Saxton Street from High Street to Paget Street
- Skinner Street from Jeffery Street to Canterbury Street
- Theodore Place
- Trafalgar Street
- Victoria Street